

**Independence Visitor Center ("IVC") &
Independence National Historical Park ("INHP")
Philadelphia, Pennsylvania**

The images below show a replica of the Liberty Bell on display inside the Independence Visitor Center. The white sign placed on the bottom of the bell states, **"PLEASE NO PHOTOS WITH PERSONAL CAMERAS."**

This sign was placed there by the IVC's for-profit photography concession which takes and sells photos of visitors with the replica of the Liberty Bell. This commercial venture has been conducted with the approval of the IVC and Independence National Historical Park, in spite of feedback directly to Superintendent Dennis Reidenbach of INHP and Bill Moore, President and CEO of the IVC that this:

- A. is not in keeping with the mission of INHP,
- B. does not provide for a good visitor experience and
- C. is inconsistent with other INHP's policies about solicitation and commercial activities that are strictly applied to other third parties including tour operators and vendors.

The irony is that the real Liberty Bell, the quintessential icon of American freedom, is located directly across Market Street at the Liberty Bell Center which is less than one block away from the IVC, and that visitors can enter the Liberty Bell Center and take photos of the real Liberty Bell with their own personal cameras free of charge.

These photos were taken in Summer 2006, but this money making venture has been continuously displayed through at least Spring 2008.



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